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  National Safety Council, Santa Fe daily wins, 7-27:68
  Naval Ordnance bestowed on Intertype, 7-13:68
  New York Newspaper Women's Club announce, 11-16:34
  Newsmen win unique prizes in golf stunt, 10-19:48
  Nieman Fellowship, 7-20:52
  Overseas Press Club, 11-9:26
  Redding (Calif.) daily wins Scripps contest, 12-21:28
  Silurians, to drama critics, 11-30:47
  Toronto drivers, 11-2:72
  Waterhouse, Helen, wins ONWA writing award, 11-2:24
  Westinghouse Science Writing:
    Story of mice, not of bombs, captures, Watson, 12-21:53
    Won by James G. Chestnutt, 12-14:9
  Willkie Awards to Negro newsmen, 12-28:44
Bacon, Edward I., death of, 8-3:68
Baillie, Hugh:
  Leased wires help news freedom, 11-16:10
  Stalin scoop gets wide play around world, 11-2:13
"Baker Day" story reporter's dream, McArdle, 8-3:64
Bangor Daily Commercial acquired by Peters, Ewing, 10-19:50
Baxter, J. Charles, honored, 7-13:22, 8-17:32
Beaman, Niver W., to edit Moose publication, 9-7:20
Beck Awards to 3 Chicago Tribune men, 12-21:46
Bedell, Clyde, retailers need ads that sell, Brandenburg, 11-16:66
Beeler, Richard Earle, named ad manager of Altoona Mirror, 10-5:18
Bergman, Bernard, succeeds Nason in Phila., 10-5:24
Berkowitz, Mortimer, market warning by, 10-19:32
Berry, George L., recruits crews to break Beaumont tieup, 11-23:68
Berthiaume, Eugene, death of, 9-7:6
Bill of Rights, 155th anniversary (editorial), 12-21:38
Billing standards, new, papers adopt, Rovner, 10-26:14
Binder, Carroll, held by Russians, then freed, 9-28:20
Births announced by merchant, 7-27:44
Bishop, Harry, photog outstanding on aerial disasters, Keen, 8-10:62
Black, John M., named circulation manager of L. A. Examiner, 7-27:42
"Black book" keeps daily's staff alert, Miller, 8-31:40
Blakeslee father and son team writes for AP, Staunton, 10-12:34
Bloomington (Ill.) Pantagraph, holds farm readers, Brandenburg, 12-7:58
Blue Book:
  Entries studied by Ad Bureau, 12-14:32
  Records notable '45 campaigns, 8-3:12
Blue Cross studies public relations, 8-24:64
Boettigers report plans "on schedule," 8-10:56
Bonuses:
  "Living cost," given in Birmingham, 8-3:42
  Wall Street reporters reap, Staunton, 9-7:16

Book club feature introduced by Bell, Staunton, 11-23:46
Book reviews:
Anna Zenger, Mother of Freedom, Cooper, 11-16:10
Art of Plain Talk, Flesch, 11-16:52
Book of Libel, Angoff, 12-14:62
Country Jake, Briscoll, 11-30:55
Covering the Courts, MacDougall, 10-26:36
Editing the Small City Daily, Neal, 11-30:55
Ernie Pyle Album, Am, Miller, 11-30:55
Frontier on the Potomac, Daniels, 11-16:52
Horace Greeley, Printer, Editor, Crusader, Stoddard, 10-19:69
Journey Through My Years, Cox, 12-21:10
No Woman's World, Carpenter, 12-14:62
Weapon of Silence, Koop, 10-26:80
Who's Who in Labor, Dickerman and Taylor, eds., 12-14:62
Years of Wrath, Low and Howe, 12-14:62
Book sections:
Chicago Daily News starts daily review, 10-5:39
Cleveland News begins weekly, 9-28:26
Milwaukee pages use reader reviews, 9-28:48
Philadelphia dailies add, Duke, 9-14:48
Booth, George F., honored by employes, 11-23:64
Borton, Elon G., tells admen to raise standards, 8-17:64
Boston Globe:
Granted 20% increase, 12-21:8
War library widely used, Mason, 9-21:82
Boston Herald-Traveler:
Crider, John H., becomes editor, 12-7:68
Dealers given employe status, 9-7:64
Develops fast insert machine, Mott, 11-23:13
License sought for city room radio station, 11-30:47
Marks 100th anniversary, 8-24:13
Uses radio-phone, 9-28:50
Boston Post, has Finnish paper; page reduced, 11-23:26
Bowles, Sherman, home taken over by state, 9-7:72
Bradt, G. L., feels at home in retail field, Feezel, 7-13:64
Brand Names Foundation:
Promotion in Michigan dailies, 10-19:32
West Coast brand progress hailed by, 9-28:22
Brand Names Research Foundation changes name and by-laws, 9-21:60
Brasier, Renee, in U. S., 8-24:26
Bratten, James, named in Alameda, 8-3:52
Bright Ideas, 7-13:38, 7-20:46, 7-27:54, 8-3:54, 8-10:56, 8-17:42, 8-24:52, 8-31:50, 9-7:56, 9-14:56, 9-21:28, 9-28:58, 10-5:44, 10-12:50, 10-19:56, 10-26:68, 11-2:52, 11-9:46, 11-16:48, 11-23:52, 11-30:46, 12-7:52, 12-14:60, 12-21:52, 12-28:46
Britain, see Great Britain
Brooke, Charles W., retires from Detroit agency field, 11-2:34
Brooklyn Eagle:
Baseball games draw thousands, 8-17:32
Checks housing, 10-5:58
Durocher, Leo, signed by, 8-31:65
Brooks, C. Wayland, to address ABC session, 9-28:30
Broun Award to Chicago Times trio, 10-26:40
Brown, Roscoe C. E., death of, 12-21:65
Burck, Jacob, picture wins award in Guild show, 11-9:28
Bureau of Advertising, ANPA:
"Blue Book" entries studied by, 12-14:32
"Blue Book" records notable '45 campaigns, 8-3:12
Board returns after Bermuda meet, 10-19:68
Britons laud research plan, 10-26:60
Business group hears outline of work, 11-16:36
February selling kit, 12-28:46
Grinham, George, named to post in retail group, 9-21:24
Issues Bedell's guide for ad selling, 12-14:82
Issues check list of services, 12-28:63
Issues new book on plant-city ads, 8-17:62
Issues outline course for sales staffs, 7-13:69
Jewelry store growth told in retail kit, 10-26:68
Material welcomed on Coast, 11-23:28
Members total 1,050, 7-20:46
Mooney, Wayne, set for another U. S. tour, 12-21:61
October kit gives expanded mat directory, 8-24:30
Offers 3-phase service, 10-5:11
Oregon admen head ad program, 11-30:49
Burke, Edwin T., named by N. Y. World-Telegram, 12-7:76
Burke, John A., suggests wage formula, 8-31:11
Burke, John D., heads Detroit AANR, 11-2:52
Burnett, Arnold, named Peoria Journal managing editor, 8-17:60
Burns, George, wins Graflex Photo Contest, 11-23:48
Burroughs, Harry E., death of, 12-21:65
Byers, Walter, named U. P. foreign sports editor, 9-14:10
Byrd expedition, 11 pool reporters on, 12-7:75
Byrnes, James, Molotov and:
(editorial), 8-10:44
Clash on free press ideas, 8-10:8
Cabot Award winners, 12-14:20
Calendar, Retail Planning, aids Minneapolis stores, 9-28:38
California tourist trade built by paid space, Watson, 11-16:60
California Newspaper Centennial, Watson, 8-24:12
California Newspaper Foundation:
Love H. E. Ray, first president, 11-9:62
Sets up welfare program, Watson, 10-26:7
Calkins, R. Hayes, marks Seattle beat anniversary, 9-7:58
Calkins, Stanley W.:
Buys Beaver Daily Times, 8-31:68
Flies around, meets PNPA members, Duke, 8-10:70
Cameron, Barney G., heads safe driving campaign, 8-3:52
Canada:
Agency billings up in 1945, 11-16:22
Dailies struck by ITU recover quickly, James, 9-14:9
Linage up, 9-14:9
Mill men qualify more paper, 9-28:10
Mills near capacity, NYSPA told, Walker, 9-28:13
New dailies announced for, 10-12:68
Newsprint manufacturers jump price, 7-13:8
Canadian Press, Brayley, Jack, appointed superintendent, 10-12:18
Canham, Erwin D., views dailies strong despite radio, 12-28:42
Caniff, Milton, unveils new strip "Steve Canyon," Staunton, 11-23:11
Canton Repository, promotes three, 11-2:42
Carey, Lorraine, lone camera girl active on S. F. Examiner, 11-2:60
Carriers, see Circulation
Casaday, "Jabe," knows circulation field, Watson, 8-10:71
Cassidy, Henry, heads Paris Press Club, 12-21:44
Celdon, Lynnewood, buys into W. Va. daily, 11-9:65
Censorship:
Ad (editorial), 9-14:42
MacArthur denies charge, Monchak, 11-30:34
News blackout (editorial), 8-17:36
Census figures (editorial), 9-21:50
Certified Dry Mat Corporation, officers elected, 7-27:62
Chase, John, New Orleans street names hobby of, 9-7:32
Chester Times completes new promotion film, 12-14:60
Chestnutt, James G.:
Story of mice, not of bombs, captures prize, Watson, 12-21:53
Wins Westinghouse Science Award, 12-14:9
Chicago Daily News starts daily book review, 10-5:39
Chicago Federated Advertising Club:
Names service group, 8-24:63
Sponsors course, 8-24:61
Chicago Herald-American gives Yuletide cash to vets, 12-21:8
Chicago Star enters field as new weekly, 7-13:26
Chicago Sun:
Adopts new women's page, 10-19:56
Charts clarify the news, Brandenburg, 8-31:54
Denied permit to build plant, 11-16:72
Drops Branham for own staff, 11-23:9
Drops 85 in economy move, 11-16:72
Drops Negro, Ex-GI terms, 10-5:22
Expenses, staff cut by Field, Brandenburg, 11-9:9
Gives awards to staffers, 12-14:44
Gives 15% rise in Guild pact, 11-30:8
Knott, Laurence T., named advertising director, 11-9:64
"New," aims to gain readers, Brandenburg, 11-23:9
Plans facsimile show, Walker, 10-19:8
Raises rate; grants 2% off, 12-14:44
Taylor, Frank W., retires, 10-19:13
Chicago Times:
Completes year of Pantry Poll, 7-13:54
Survey affords comparisons, 12-7:52
Trio awarded Broun prize, 10-26:40
Chicago Tribune:
Casts 5,020 election pages, 11-9:13
Editor junkets criticised by, 9-7:26
Editorial shows press power, 7-13:70
Gives dealers inside story, 10-19:35
Gives 20% salary rise, 11-16:20
Grafic Section to be tabloid, 7-13:56
Issues biggest Sunday edition, 12-7:65
Music Festival, 8-24:52
Prints H. G. Wells' own obituary, 8-31:52
Restricts help wanted, 10-12:22
Scholarship winners announced, 8-31:65
Sherman, Frederick C., joins as naval affairs expert, 11-9:22
Wood, Percy, named to India by, 8-3:13
China:
Gets new wire service, 12-28:50
Press is free only in 2 big cities, Young, 12-28:56
Chisholm, Robert Donald, freed by Army, 9-7:20
Christian Science Monitor, readers like no-jump policy, 8-3:24
Christmas seals, newsmen honored on, 10-26:18
Circulation:
AAAA launches Washington study of, 10-19:36
Ads boost, of Wall Street Journal, 8-3:50
Carriers:
(editorial), 8-3:46
Annual trips keep enterprising, Martin, 9-7:34
Boy has his day - Oct. 5, Brandenburg, 9-21:62
Dunsker urges better relations, Brandenburg, 9-14:58
Group ratifies plan of action on program, 9-14:69
Handbook prepared by SCMA, 11-16:68
Lecture series wins approval, Brandenburg, 7-20:18
Milwaukee Journal cultivates, Warmuth, 7-27:52
New England circulators urge success stories, 9-14:84
Newspaper boy program (editorial), 11-16:42
Philadelphia, not employes, Brandenburg, 8-31:18
Practices, all dailies surveyed on, 8-3:8
Relationship standards drafted, 11-16:68
School head offers rules for, Brandenburg, 11-23:54
Selectivity is key to problem, Stodghill, 8-10:52
Theme is successful in L. A., 11-9:69
Tomorrow's, described by Rison, Brandenburg, 11-9:34
Casaday, "Jabe," knows field, Watson, 8-10:71
Circulators informed prices are at peak, Brandenburg, 9-28:68
Dailies should give milady a better break, Brandenburg, 11-16:62
Dailies urged to collect waste paper, 12-28:44
Daily again hit new high, Brandenburg, 12-28:7
Denver papers win praise for deliveries, 11-30:46
Dunsker, Shiel, urges better carrier boy relations, Brandenburg, 9-14:58
Estes warns against ABC grading readers, Brandenburg, 11-2:50
Fisher, M. E., tells value of high morale, Brandenburg, 12-14:64
Grayson shows value of carrier papers, Brandenburg, 10-5:48
Helicopter mail delivery tested, 8-24:50
Home-delivery price is what really counts, 10-12:48

How N. Y. News distributes Sunday's 4,650,000, 11-30:48
Indiana daily uses mobile sampling unit, Brandenburg, 12-21:50
Inland rate raises follow newsprint hike, Brandenburg, 8-17:44
Methods aired in Duluth, 11-16:70
Mobile papers raise postal zone rates, Brandenburg, 10-19:52
New high (editorial), 12-28:38
Ohio Managers study methods of, 10-12:36
Pantagraph wins, holds farm readers, Brandenburg, 12-7:58
Public will pay 5¢ Interstate group told, Duke, 10-26:70
Schwartz, E. P., shows why mail should go up, Brandenburg, 7-13:48
Student starts ICMA graduate study work, Brandenburg, 8-24:50
Supervisors, new ruling on, 8-3:52
Survey shows value of rural reporters, Staab, 8-3:58
Tax, decision due on Tampa's, 12-21:20
Toronto Globe and Mail wins Fleet Contest, Brandenburg, 9-7:52
Up after prices are boosted, 11-2:32
Vermont dailies' up, 11-9:65
Citizenship, Newark News helps man seeking, 12-7:58
Classified:
Ads score in reader study, 8-3:14
Area cooperation held key to development, Watson, 8-31:12
Chicago Tribune restricts help wanted, 10-12:22
Chicago Tribune want ads reach new high, 9-14:28
Leads ad rate upswing, 8-24:24
NRB releases ad-evaluation for, 9-21:64
Oregonian sells million ads in, 12-21:24
Realty sales, book promotes, 12-14:26
Social advertising weighed, Watson, 9-7:30
Southern group issues brochure on, 10-26:20
Southern group offers analysis of, 11-23:34
Used car ad racket ripped by Toledo Blade, 9-21:28
Want ad readership devices suggested, 10-5:56
Worth stressed in ANCAM book, 10-26:77
Cleveland News:
Begins weekly book section, 9-28:26
Book section to start, 8-17:8
Coblentz, Edmond D., still a reporter out for scoops, 9-28:50
Cochrane, Thomas J., named by N. Y. News, 10-12:24, 11-9:50
Cole, Gordon H., leaves PM, 8-17:58
Collective bargaining (editorial), 10-12:42
College press, Walters, Basil L., issues challenge to, 11-9:71
Color:
Brightens Hearst magazines, Staunton, 7-13:12
Daily comics due in Indianapolis, 11-9:9
Data, Schenley would like pooling of, Feezel, 11-30:56
Demonstrated at Illinois Conference, Brandenburg, 9-21:68
Fruit in, on Floridian's big schedule, 11-9:65
Get ready to offer, Patterson, 11-2:7
NAEA study, 12-21:53
News pictures made routine by INP, Reed, 11-23:64
Picture run by PM on day of event, 7-27:13
Portable ink fountain used for run, 11-9:20
Rings up sales in Milwaukee, Meyer, 12-14:69
Uniformity, ad test drive seeks, 8-10:62
Wood develops register device for, 8-3:60
Columnists:
Crosby, John, radio column due for syndication, 8-10:28
Dodswell, Jack, roams and writes a column, Witwer, 11-16:28
Inspires joint radio program, 8-10:65
O'Bryan, Maud, solves problems with want ads, 7-13:18
Patterson, Robert L., San Franciscans like Examiner's offering, 8-3:22
Pearson, Drew, defies Klan; speaks from Atlanta, 7-27:72
Riesel, Victor, labor column put on syndicate list, 7-13:32
Ruark, Robert, column distributed by UFS, 7-13:84
Segal, Alfred, advocates personalized obits, 8-17:65
Shirley, Walter T., new, 11-2:28
Speegle, Paul, institutes radio column in S. F. Chronicle, 9-7:8
Stahlman, James G., second volume of column out, 12-14:66
Who is Mrs. Mayfield? Mr. Foster won't tell, Murray, 7-20:30
Comics, see Syndicates
Communism, Milwaukee dailies crusade against, 10-12:52
Communistic propaganda (editorial), 8-31:36
Composing room, teletype found to speed operation, Brandenburg, 7-13:10
Connelly, Philip M., former Guild leader sentenced, 12-7:22
Construction, newspapers to spend quarter billion for, Brown, 8-17:7
Contests:
Arkansas Press Association plans, 12-21:26
Editor & Publisher photo, larger prizes offered in, 11-30:42
Editor & Publisher promotion, 11-9:63, (editorial), 11-9:40
Encyclopedia Britannica photo, 7-27:13
Farm, thousands vie in Memphis, 11-23:30
Graflex Photo, Burns, George, wins, 11-23:48
Hearst American history, 11-9:76
"Lena":
Gets half million entries, 10-12:7
Gets prize and exhibit, Portland, 10-26:58
Name, Minneapolis Tribune sponsors, 11-30:53
National Federation of Press Women annual, 12-28:32
National Fleet Safety, Toronto Globe and Mail wins, Brandenburg, 9-7:52
National Safety Council sponsors photo, 9-7:67
Omaha, 9-21:87
Scripps-Howard announces 20th Spelling Bee, 12-14:34
Soil, 11-30:9
Women prove safer drivers in, 9-14:32
Cooke, R. A., says railroad rate plea too high, 8-10:42
Coon, Richard Esselstyn, Jr., death of, 12-14:83
Cooper, Kent, appoints heroine for crusade, Walker, 11-16:10
Copeland, John R., new Minneapolis Star ad manager, 11-16:22
Copley newspapers news policy reaffirmed, 10-19:20
Copy boys (and girls) advance in Syracuse, Sparrow, 11-16:32
Cordingley, W. A., death of, 11-9:73
Cornell, Paul Lincoln, named Funkhouser creative head, 11-9:65
Correspondents' Memorial in Maryland to be rededicated, 10-12:7
Cosgrove, C. W., new ad director of Detroit Free Press, 12-7:13
Costa, Joseph, named King Features photo chief, 8-10:48
Costa Rica, everybody's an editor in, Ross, 8-10:81
Costello, William C., leaves RFC, 12-14:54
Costs, small daily up in 1945, Layman, 8-31:7
Coupon data, sought by newspaper admen, Rovner, 7-20:14
Coverage:
Foreign, AP editors study, Brown, 11-30:12
Full, Paris Peace Conference (editorial), 10-19:40
Monthly "Voice" talks to Nebraska farmers, 11-16:50
Nazi war criminal executions, press wins battle to cover, Monchak, 10-5:10
Paris Peace Conference, Brandenburg, 9-21:30
Sparce Latin-American, deplored, 10-5:64
United Nations, cited by Big Three delegates, 12-7:26
Cowden, George M., succeeds Noll as manager of Jackson Citizen Patriot, 7-13:54
Craig, Elizabeth May, still campaigning, 7-27:30
Craig, Herbert, in new post in Hearst Ad Group, 10-26:44
Crider, John H., becomes editor of Boston Herald, 12-7:68
Crim, Walter H., death of, 9-7:69
Crime:
News seen aid in fight - Sulzberger, 10-19:12
Newsmen crack Heirens crime, guard secrets, 7-20:55
Crosfield, Michael, seeing U. S. on thumb route, 11-16:80
Croat, Lyn:
Her beat is Washington, Staunton, 7-13:70
Wed to Ed Kennedy, 9-7:10
Crothers, J. H., ends 50-year career in Calif., 10-19:50
Crown Zellerback Corp., reports on earnings, 7-20:53
Crump, E. H., replies to opposition in paid space, 8-24:56
Crusades:
Camden papers' drive on Klan is successful, 11-2:24
Drive on "smoke evil" brings action, 7-27:18
Gold medals spur crusaders to greater public service, Reed, 9-21:11
Greenwich Time wins civic, 9-28:30
Juvenile delinquency action taken by Rockford (Ill.) dailies, 7-27:46
Milwaukee dailies against Reds, 10-12:52
Obscenity, Hearst papers score in, 11-30:9
Omaha World-Herald wins long fight for public power, Brandenburg, 12-14:12
St. Louis Globe-Democrat cleans city, 8-17:28
World trade, set by Ad Council, 9-28:10
Curry, John B., death of, 9-28:77
Curtis, Walter G., editor of NEA monthly, 8-24:18
Czechoslovakia:
All newspapers owned by groups, 7-27:24
Papers vie for readers, Pipal, 10-19:24
Political press seen in Malaya, 8-17:40
D'Armand, Jacques, resigns as U. P. manager, 10-12:16
Dadswell, Jack, roams and writes a column, Witwer, 11-16:28
Daily Pantagraph, observes centennial, 11-16:16
Dalgin manual guide to clean ads, Gage, 10-12:14
Dallas Morning News, All-Mexico section, Dec. 2, 11-30:48
Dallas Times Herald, adds to board, 12-28:52
Davenport, Walter, named editor of Colliers, 7-13:16
Davies, David Percy, death of, 10-19:69
Davies, John O., Jr., last Marine combat writer arrives home, 8-24:44
Davis, Spencer E., named AP Manila chief, 12-14:44
Day, Charles C., death of, 8-3:62
DeForest, Lee, honored, 8-31:53
Deitsche Allgemeine Nachrichten Agentur licensed; U. S. pulls out from operation, Conger, 11-9:28
DeLamar, Curtis, elected president of SCMA, 10-5:32
Denver Post:
Adopts regal type dress, 9-21:64
Wayne, Frances, crusader quits, Murray, 12-7:28
Department of Commerce publications inquiry held likely, 9-7:46
Department of Labor studying news wage scales, 7-27:59
Derrick, Irven, AP traffic chief in Atlanta, 10-26:28
Des Moines Register and Tribune poll shows Iowans sportsminded, 9-28:11
Detroit News:
Morgue facing space problem, Parker, 8-10:54
Radio devices broaden service, Parker, 11-30:40
Detroit papers open radio phone service, Parker, 10-5:62
Detroit Times:
Giving pay raises, 9-28:48
Takes boys on plane ride, 11-23:30
Deuel, Wallace R.:
Notes State Dept., press amity, 7-27:67
Worked 6 weeks on loans, 11-23:72
Diaper crisis averted, 11-9:67
Diehl, Charles S.:
Death of, 8-24:65
Estate valued, 10-26:30
Dinkins, Harvey, runs his forum for rural folks, East, 12-28:20
"Diploma Mill," daily breaks up, in Tennessee, 11-30:45

Direct Mail cited as promotion tool, Irvin, 11-2:52
Directories:
  Syndicated Features, 9-7
Distribution, business men hear forecast, Mott, 10-19:66
Dodge, Arthur B., feted on 83rd birthday, 7-20:36
Doyle, John Hadley, death of, 9-21:92
Doze, Burtis, leaving Wichita to publish weekly, 9-14:83
Drug industry names ad men as advisors, 8-3:50
Dunsker, Shiel:
  "Busy boys are better boys," 9-21:88
  Urges better carrier boy relations, Brandenburg, 9-14:58
East St. Louis Journal, Shrine edition aids hospital, 11-30:49
Eckhardt, Henry, estate valued, 9-28:80
Economic barriers of truth emphasized, 12-21:30
Editor & Publisher:
  Market Guide, 1947, (editorial), 11-23:38
  Photo contest, larger prizes offered in, 11-30:42
  Promotion contest, 11-9:63, (editorial), 11-9:40
Editorial page:
  Aid requested for army campaign, 8-17:50
  Chicago Tribune shows press power, 7-13:70
  Meriden Record enriched by Blanche Hixson Smith, Tehan, 7-13:36
  Progress made by Fla. dailies in strike year, 11-30:16
Editorials:
  Ad censorship, 9-14:42
  Advertising readership, 12-7:44
  Alaskan newsprint, 9-7:38
  American Press Institute, 8-3:46
  Army public relations, McKelway, 7-13:42
  Atoms and information, 12-21:38
  Authors Authority, 9-28:44
  Bargaining with a club, 11-2:38
  Bill of Rights, 12-21:38
  British, U. S. press probes, 11-2:38
  Byrnes and Molotov, 8-10:44
  Cash discount, 2%, 7-27:38
  Census figures, 9-21:50
  Circulation high, new, 12-28:38
  Cocked gun, again, 12-28:38
  Cocked gun, the, 11-9:40
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  Communistic propaganda, 8-31:36
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  Crosman's indictments, 10-19:40
  Dangerous practice, 10-26:46
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  Free press obstacles, 11-16:42
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  Future of newspapers, 8-17:36
  Government probe, 11-23:38
  Guild warning, 9-14:42
  How far can we go? 11-16:42
  Industrial anarchy, 12-7:44
  Item vs. institutional copy, 10-19:40
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  ITU apprentices, 8-31:36
  ITU demands, 7-27:38
  Journalistic pioneering, 10-5:36
  LaGuardia again, 8-31:36
  Local-national rates, 9-7:38
  Los Angeles strike, 9-7:38
  Market Guide, 1947, 11-23:38
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  Molotov's surprise, 8-3:46
  More pay for less work, 11-23:38
  MPA vs. Hughes, 9-21:50
  National Newspaper Week, 8-10:44, 9-28:44
  New York Times' celebration, 8-24:36
  News blackout, 8-17:36
  "News" in Russia, 8-24:36
  News of Moscow meeting, 12-21:38
  Newspaper as public servant, 9-21:50
  Newspaper boy program, 11-16:42
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Overseas News Agency shifts Europe operations to London, 11-16:80
Overseas Press Club awards, 11-9:26
Oxford Process, Inc., expands in Buffalo, 12-7:64
Packard, Frank E., retires, 8-31:46
Paley, William S., proposes new radio code to curb abuses, 11-9:18
Palmer, Charles M., sees casualties in rising costs, 10-12:68
Palmer, Howard W., named manager of Missouri Press Association, 7-27:58
Panama daily distributes free editions, 7-20:38
Paris Peace Conference:
Annenberg heads staff, 8-3:11
Covered well, says O'Flaherty, Brandenburg, 9-21:30
Full coverage (editorial), 10-19:40
Press freedom gains are scored in, 8-3:9
Parkerson, John T., named Prewi commercial manager, 8-3:52
Parran, Thomas, hits radio drug ads, 8-24:14
Pasadena Star-News market data book features pictures, Irvin, 12-28:46
Patterns top feature, NNPA survey reveals, 10-19:8
Patterson, Don D., stresses need for ad drives, 8-24:18
Patterson, Eleanor M., heads New York News, 9-7:6
Patterson Memorial Plaque given by N. Y. News Chapel, 9-14:46
Pawtucket (R.I.) Times runs swim lessons, 7-27:28
Pearce, Fred G., retires from Altoona Mirror, 10-5:18
Pearson, Drew:
Asks FCC for radio license, 9-21:85
Defies Klan; speaks from Atlanta, 7-27:72
Peoria Journal, Burnett, Arnold, named managing editor, 8-17:60
Perkins, Grafton B., leaves Lever Bros., 11-23:56
Perkins, Tom W., death of, 8-10:84
Peron, Juan D., reprisal methods neutralize Argentine press, De Pascal, 12-14:14
Perry, Jennings, leaves Nashville Tennessean in Wallace row, 9-21:85
Perry, John Holliday, sees bright days for well-run weeklies, Taylor, 7-27:56
Personal Mention, 7-13:43, 7-20:35, 7-27:39, 8-3:47, 8-10:45, 8-17:37, 8-24:37, 8-31:36, 9-7:39, 9-14:43, 9-21:50, 9-28:45, 10-5:37, 10-12:43, 10-19:41, 10-26:47, 11-2:39, 11-9:41, 11-16:43, 11-23:39, 11-30:37, 12-7:45, 12-14:49, 12-21:39, 12-28:39
Persons, Ralph C., in new post with ink company, 7-27:60
Pezdirtz, Joseph F., death of, 11-9:73
Philadelphia Evening Bulletin:
First consumer analysis issued, Duke, 8-24:11
Fourth of July celebration party, 7-13:16
Mats, plates checked in plan, Duke, 10-12:74
Pollock, Edwin J., named sports editor, 8-24:49
Philadelphia Inquirer:
Drive on swindlers cited, 11-9:28
Fund aided 26 charities, 10-26:28
Gives to Community Chest, 12-7:50
Grauley, Stephen Orlando (Sog), marks 50 years with, Duke, 12-7:32
Marks ten years under Annenbergs, Duke, 8-3:11
Names Appel books editor, 7-27:34
Provides stand for "inspectors," 9-7:8
Philadelphia News adds comic section, 7-20:58
Philadelphia Record:
Book Fair, 10-26:80
Financial linage soars, 9-7:56
Finds readers want comics, 10-19:54
Kraft tests ingenuity of staff, 10-12:16
Paper tight, drops all ads, 9-28:32
Plans new book section, 8-3:24
Prints on Kraft paper, Duke, 10-5:22
Reverts; Kraft cost $430,000, 11-2:68
Stern, J. David, see Stern, J. David
Philatelic Centenary Exhibition, newsmen to assist, 7-13:46
Phoenix Advertising Club aids ad students, 10-12:38
Phoenix Gazette, two promoted on, 12-14:30
Photography:
Airplane crash pictures sent from mountain, 7-13:70
Amateur provides "beat," 7-13:68
Army lauds Thompson for telephoto work, 11-9:48
Bishop, Harry, outstanding on aerial disasters, Keen, 8-10:62
Bomb picture run 3 hours after blast, 8-3:13
Color emulsion, new, due on market soon, Price, 8-31:44
Comic strip features cute baby photos, Staunton, 12-14:66
Courtroom:
(editorial), 10-12:42
Brooklyn bar upholds ban on, 10-12:10
Chicago photog gets trial scene, 8-17:58
Editor attacks picture ban, 8-3:30
Ohio judges examine technique, 10-12:54
PNPA interested in, 8-17:60
Daily upheld in Sheboygan libel action, 12-7:38
Day is coming when photog will have B. A., Walker, 11-2:16
Denver storm pictured from flying hayloft, 11-23:20
Editor & Publisher contest, larger prizes offered in, 11-30:42
Editors shown speed camera at Kodak plant, 10-19:70
Engravings from telephotos, 11-16:74
Execution photos, editors split on use of, Monchak, 10-26:8
Faber, John, heads Birmingham photo staff, 9-28:60
Gannett Group photographers asked needs, Price, 7-20:40
Gorizia beat to AP photog, 8-24:54
Gromyko takes walk, Rooney cops a prize, 10-19:70
Hall of Fame for pictures at Kent State, Price, 8-24:48
Increase in picture price, Price, 7-13:52
INP lensmen limn "Liberty" in profile, Reed, 12-28:32
INP uses helicopter on "Statue" close-up, Price, 8-10:64
Jap cameramen can hold their own, Gorry, 8-3:36
Lensmen mauled in Oakland strike, 12-14:84
Lensmen quit newsfield to serve magazine, Price, 8-3:60
Lone camera girl active on S. F. Examiner, 11-2:60
Lots of lip service is paid to pictures, Walker, 11-9:26
Louisville pair outfit truck for photo tour, 9-21:83
"Magic eye" proves feasible in series, 10-26:56
Miami photo clinic clicks for Herald, Irvin, 8-24:52
New flash tube gives added light output, 10-5:52
New York News quiet about Garsson picture beat, 7-27:13
Payment policy pays off, 7-27:59
Photographic edition in news-starved city, 12-21:46
Photogs army bit produces Tito feature, 8-31:24
Picketing pic receives prize in Canada, 9-14:54
Pictures and people...the screwiest things, Staunton, 12-14:84
Pictures in Europe take tact and tongue, Carroll, 7-20:48
Pictures upped business page readership, 9-7:64
Plants construction, ideas studied, Price, 7-27:46
Richmond plant to be reconditioned, Price, 9-7:48
Salt Lake society featured in montages, 11-16:74
"Shot for the files" brings Burns $1,100, 11-23:48
UN plant, new, offers improvements, 8-24:48
WAA offers more surplus equipment, Price, 8-17:50
Weekly editor tells of picture operation, Hauge, 8-17:22
"Piracy" laid to press in Soviet Zone, 11-2:72
Pittsburgh Post-Gazette circulation grows; but ad copy declines, Walker, 8-10:13
Pittsburgh Sun-Telegram has novel promotion, Irvin, 11-9:46
Plants, new:
Dailies given green light on, 10-12:73
Ground broken for new home for Dallas News, 10-26:28
PM:
Cole, Gordon H., leaves, 8-17:58
Color picture run on day of event, 7-27:13
Frenkel, Louis (Tex.) appointed ad director, 11-16:68
Sells advertising and Ingersoll resigns, 11-9:11, (editorial), 11-9:40
Poland:
Allows liberty to reporters, but—, 8-10:38
U. S. newspapers barred from, 12-14:56
Policeman's widow gets daily's aid, 12-7:32
Polio, Colorado daily helps in fight against, 11-9:61
Political:
Election "defeats" (editorial), 8-24:36
Fourth Estate fares well in political races, Butler, 7-20:51
Idaho fight livened by cartoon ads, Hayden, 11-16:36
Newspaper senators lose, others win, 11-16:56
Press-radio again total Texas votes, 8-10:24
Rogers V. Knowland in California race, 9-14:8
Pollock, Edwin J., named Phila. Bulletin sports editor, 8 24:49
Portland (Ore.) Journal buys huge market building, 7-20:38
Portsmouth Herald (N.H.) refuses political ads, 7-20:58
Postal, zone rates, Mobile papers raise, Brandenburg, 10-19:52
Powell River Company using tree barker, 12-14:54
Powell River Sales Corporation founded, 11-16:76
Poynter, Nelson P., PNPA to hear, on strikes, 9-21:42
Presbrey, Oliver M., named ANAN Midwest head, 9-7:20
Press:
Argentine, Peron's reprisal methods neutralize, De Pascal, 12-14:14
Basic Americanism placed first in battles of, Chandler, 7-27:9
British, U. S. probes (editorial), 11-2:38
British probe may not materialize, 7-27:58
Case against, Crossman, 10-19:10; (editorial), 10-19:40
China, is free only in 2 big cities, Young, 12-28:56
College, Walters issues challenge to, 11-9:71
Critics pack Akron "Town Meeting," 10-26:26
FCC control over (editorial), 11-16:42
French constitution vague about, 11-2:22
German moves ahead, Conger, 8-10:18
Government probe (editorial), 11-23:38
Honored for furthering Brotherhood, 11-30:20
Joint projects boost both radio and, 12-7:50

Leave to people, Tripp, 11-2:22
Needs school analysis - Waymack, 11-23:62
Newspaper as public servant, 9-21:14
Newspaper as public servant (editorial), 9-21:50
Policy drafted by U. S., 7-20:12
Praised for fostering public safety, 9-21:90
Radio, linked in fight against gag, Walker, 12-28:50
Radio and, broadcaster's views, Heath, 8-10:60
Regarded as field for sales study, 8-24:20
Smallest daily in world keeps issuing, 8-3:18
Turkish, tragedy puts spotlight on, Thale, 12-7:26
U. S. prints untrue stories says LaGuardia, 8-31:16
Untold saga - "the forgotten press," Buckles, 9-21:15
Varied restrictions harassed, in 1946, 12-28:10
Press agents, Tabor blast fails to excite Washington, Butler, 11-30:10
"Press rate" messages, Tennessee suspends, 9-28:18
Press Wireless:
Asks limited commercial license, 11-9:76
Continues government radio traffic, 8-3:56
Facilities used by varied groups, 12-21:48
Files plea for official service, 7-13:81
In London serves as PRO for writers, 8-3:54
Paris booth serves writers direct, 8-10:30
Parkerson, John T., named commercial manager, 8-3:52
Station PX ends Nuremberg job, 10-5:10
Strickland, John W., named sales promotion manager, 9-7:42
Strike ends; layoffs still issue, 8-24:68
Upheld in dropping employes, 8-31:54
Price, C. E., rejoins firm, 9-28:10
"Privilege" tax:
(editorial), 12-7:44
Columbus, Ga., dailies fight, Tucker, 12-7:22
Proctor, Harry G., death of, 7-27:69
Promotion:
Ad agencies upheld on sales data view, Irvin, 11-23:52
After-vacation renewal stunt uses postcard, Irvin, 7-27:54
Big "gag" promotion eases rate increase, Irvin, 10-19:56
Brooklyn tells the world it won THE Series, Irvin, 10-12:50
Business, St. Louis papers aid in, 11-30:51
Calendar issued by NRDGA, 12-14:26
Chester Times completes new film, 12-14:60
Children meet cartoonists via ad party, 9-28:67
Cleveland Press Club, 7-13:24
Dailies' efforts benefit public directly, 9-21:13
Direct mail cited as tool, Irvin, 11-2:52
Druggist set brand promotion date, 7-20:49
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Forum on, N. Y. Newspaper Promotion Managers Association, 9-14:48
Market data book features pictures, Irvin, 12-28:46
Men urged to plug farm market, Irvin, 8-17:42
Miami photo clinic clicks for Herald, Irvin, 8-24:52
Milwaukee campaign, 9-14:56
Movement of goods to retailers aided, Irvin, 9-28:58
New Orleans Item's copy plugs "idea," Irvin, 8-31:50
New York Sun consumer panel makes debut, Irvin, 11-30:46
NNPA to build H-part plan, 10-5:46
"Our esteemed contemporary" in Pittsburgh, Irvin, 7-20:46
Papers improving promotion pieces, Irvin, 12-14:60
Parade's cake gag was good, Irvin, 8-10:56
Phoenix papers provide free chest x-rays, 8-17:48
Public service idea; remodeling of houses, Irvin, 9-14:56
Public service seen top theme, Irvin, 10-26:68
Radio school clever, McClatchy, Irvin, 10-5:44
Research and, split by McClatchy, 11-16:48
Sketches, copy make data book sprightly, Irvin, 12-21:52
Soap box derby good subject, Irvin, 8-3:54
Spokane promotion consistently good, Irvin, 12-7:52
Sports, tops as public service, Hopwood, 9-21:78
Sun-Telegram has novel, Irvin, 11-9:46
Teen-age, pays off in Miami, Irvin, 7-13:38
Travel, creates good will, Irvin. 9-7:56
Public relations:
(editorial), 12-21:38
Ads (editorial), 10-5:36
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NAM's strong drive to continue on 1947, 12-21:64
Public esteem valued by Southern dailies, Johnson, 9-21:16
Stolpe, Bert, notes interest in program, 12-14:30
Wiggins, John H., prepares primer for Esso, 8-31:30
Public servant, newspaper as (editorial) 9-21:50
Public service:
Gold medals spur crusaders to greater, Reed, 9-21:11
Sports promotion tops as, Hopwood, 9-21:78
Top promotion theme, Irvin, 10-26:68
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Publishers indicted for neglecting "local" staff, Carson, 7-20:10
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Mills to have record supply, 11-23:63
Stumpage dues, Quebec studying, 11-23:63
Texas land seen as tree area, 8-31:24
Purdy, Ken W., named editor of Parade, 10-5:53
Race relations, publicists study ad needs in, 9-14:38
Radio:
Advertisers view differently, 10-5:11
Air advertisers urged to curb commercials, Harn, 8-31:46
Beckley Papers' FM station makes bow, 8-31:57
Caution: Don't compare BMB and ABC data, Walker, 10-19:58
CBS keeps promise of live show in color, Walker, 9-21:58
Columns, S. F. publishers deny pact bans, 9-14:60
Comic quiz helps Sunday paper, 7-27:20
Correction, please! (editorial), 12-21:38
Coupons could create "fax" demand - Hogan, Walker, 9-28:64
Criticism of programs suggested, 8-24:40
Daily station argues right to review program, 9-28:75
Devices broaden Detroit News service, Parker, 11-30:40
Facsimile, see Facsimile
Fans surveyed, 7-27:64
FCC calls on FMers to install equipment, Walker, 8-3:56
FCC program policy backed by Thackreys, Walker, 7-20:42
FM in New York area faces long delay, Walker, 7-27:48
448 AMs in year sharpen competition, Walker, 11-23:46
Hearst sells WINS, 7-20:7
Joint projects boost both press and, 12-7:50
License sought for city room station, 11-30:47
Linage possibilities in BMB index data, Walker, 10-5:42
Men of many trades vie with press on air, Walker, 12-21:48
Morrill, Harold B., named general manager of WLAW, 8-31:58
Multiple rate cards of stations studied, Walker, 9-7:46
NBC stresses news, broadcast standards, Walker, 7-13:56
NBC tests audience reaction to programs, Walker, 9-14:60
Newsmen seek court coverage, 8-24:30
Newspaper preferred in Orlando decision, Walker, 11-9:36
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Press, linked in fight against gag, Walker, 12-28:50
Press and, broadcaster's views, Heath, 8-10:60
Program audit needed more than surveys, Walker, 11-2:46
RCA prepares for delivery on "tele" device, 7-27:32
Report from Joske's helps radio salesmen, Walker, 10-12:52
Retail and (editorial), 10-12:42
Retailers use lightly, study shows, 8-24:40
School clever McClatchy promotion, Irvin, 10-5:44
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Supreme Court gives FCC a stronger club, Walker, 12-14:54
Telephone car utilized in St. Louis, 8-3:40
Unique news function cues WLIB service, 8-17:52
radio phone, Detroit papers open service, Parker, 10-5:62
Raleigh Times covers schools with pupil staff, 10-12:67
Reade, Jr., Walter, heads Asbury Park Sun, 9-7:64
Reader facts, not readers, called big need, 12-14:24
Readership:
"Ad-puzzler" devised to raise, 12-21:55
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Caples heads 4-A group on, 9-7:9
Columbus Dispatch Sunday magazine, Long, 9-7:10
Gain found where pages decrease, 10-26:38
Habit ideas analyzed, 8-17:30
Iowa U. to make survey, 8-17:57
Like high? continuity is answer, Rovner, 11-30:14
Pictures upped business page, 9-7:64
Want ad, devices suggested, 10-5:56
Real estate:
Classified for sales, book promotes, 12-14:26
"Photo ads" draw readers, 8-3:32
Redding (Calif.) Record-Searchlight wins Scripps contest award, 12-21:28
Reitman, Allan, heads CIO-PAC drive for publicity, 10-12:28
Religion:
Church rivalry for news space called problem, 10-12:28
Churchmen proclaim freedom of press, 9-28:12
Reporters:
Army decorates, 8-17:58
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Holland, Frances, in Amarillo, is service editor, 8-3:32
Idaho publisher covers police to write "buzz," Hayden, 7-13:45
Ingenuity get interview beat, 8-24:57
Johnson, Robert E., "diabetic," writes clinic expose, 10-12:11
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McKnight, John P., big story when there, 7-13:53
Mexican event a dressy affair for, 12-14:15
Nabs binocular thief, 9-14:84
Neikind, Claire, released from camp on Cyprus, 9-14:12
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Pope, Adeline, takes to ice for interview, 8-3:40
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Reportorial end, the, Perrin (editorial), 7-20:34
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Trieste "doghouse" for, 11-16:44
Unearth vote fraud evidence, 10-26:32
Unlocks homes for veterans, Rogers, 9-21:76
Wall Street, reap page one bonus, Staunton, 9-7:16
Weir, Ralph H., praised for realty expose, 11-16:68

Representatives:
Group meets in Chicago, 10-5:18
Jann &Kelley study covers Montana Mart, 9-21:44
Only representatives represent, McDonald, 12-7:10
Part played by detailed, Fitzgerald, 7-20:11
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Ad agencies put millions into, Hovner, 8-10:9
Ideas stressed at ANPA Mechanical Conference, Walker, 8-3:7
Promotion and, split by McClatchy, 11-16:48
Taylor, Douglas, tells dailies' work for research standards, 11-9:68
Reston, James B., tells Wallace "I didn't save the republic," 11-16:72
Reuters:
Australia and New Zealand papers share in, 12-28:9
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Plans Australian news agency, 12-21:18
Rhodes, Art, starts New London (Conn.) weekly, 8-31:20
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Ridder, Bernard H., buys Manchester, N. H. daily, 11-9:22
Ripley, Robert, "ends" voyage, Staunton, 8-17:12
Rison, Jasper E., describes carrier of tomorrow, Brandenburg, 11-9:34
Robinson, Berton E., named by Halifax dailies, 11-30:24
Robinson, Edwin Meade, death of, 9-28:56
Rochester Democrat and Chronicle defers Sunday magazine idea, 9-28:36
Home Daily American scores quick success, 7-13:60
Rook, Charles A., death of, 11-2:42
Rosberg, Hans E., in mechanical post at Norristown, Pa., 8-3:28
Rose, Billy, "Pitches" rings 76 newspapers, Staunton, 8-24:22
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Rotogravure, St. Louis Post-Dispatch prints comics by, 9-14:22
Rundle, Walter:
Chinese high court upholds, 11-9:13
Nazi's libel suit against, 9-21:96
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Exchange visits favored, 7-27:58
Journalists delay IOJ affiliation, 10-19:24
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Press praised for fostering public, 9-21:90
St. Louis Post-Dispatch prints comics by rotogravure, 9-14:22
Salt Lake society featured in montages, 11-16:74
San Francisco Chronicle:
Institutes new radio columns, 9-7:8
Restores 2% cash discount, 11-9:76
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Sanders, Ralph, heads editorial service, 11-30:64
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Schenley Distributors, Inc., would like pooling of color data, Feezel, 11-30:56
Schirmer music ad series, 12-28:62
Schools in Cincinnati keep press informed, Martin, 7-20:24
Schurz, Franklin D., in new posts on South Bend Tribune, 7-27:59
Schwartz, E. P.:
New circulation chief in Des Moines, 11-16:26
Shows why mail subscription rates should go up, Brandenburg, 7-13:48
Scott, J. Donald, again heads Chicago "Specials," 9-14:14
Scranton Times has pension fund, 11-16:48
Sears, Roebuck and Company, 1945 newspaper expenditures, Brandenburg, 9-7:5
Seattle Times, Ridders lose suit against, 9-28:54
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Shannon, Hy, named Chicago Times mechanical superintendent, 9-14:81
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Shott, Hugh Ike, plans new paper, 9-28:12
Sigma Delta Chi:
Chicago convention, 12-7:74
College chapter inducts 4 editors, 10-26:54
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Knight, John S., slated as luncheon speaker, 10-19:18
Profession and (editorial), 11-30:36
Speakers decry press barriers abroad, 11-30:9
Straw, Windsor A., heads S. D. Chapter, 12-21:50
Top speakers chosen for meeting, 9-7:24
Silurians:
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Give awards to drama critics, 11-30:47
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Simpson, Richard W., retired from Tampa Tribune, 9-7:22
Skeffington, Leo B., plows new field for news, McGuire, 11-16:30
Smith, Blanche Hixson, editorials enrich Meriden Record, Tehan, 7-13:36
Smith, Paul C., seeking clarification of MacArthur "ban," 12-7:13
Smith, Ted, named editor of AP sports staff, 7-27:72
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All-American, San Diego Journal entry wins, 8-24:16
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Socialism, Japs support press resisting Young, 10-26:24
Society news has new twists in emergency, 12-21:62
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Southam Company sues ITU for damages, 10-5:16
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Spokane promotion consistently good, Irvin, 12-7:52
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Baseball Writers Association formed, 7-27:22
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Brooklyn tells world it won THE series, Irvin, 10-12:50
Columns to be syndicated, Staunton, 9-14:50
Harrison, Harold, heads Star sports in Indianapolis, 8-10:22
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Oklahoma City staff indulges program, 10-26:34
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Wire costs on file are much higher, Mackenzie, 12-28:22
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Writers shape juvenile aid program, 12-21:53
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Stahlman, James G., second volume of columns out, 12-14:66
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News service justified, says ASNE unit, 12-14:11
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Steel industry tells facts in ad series, 11-16:14
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